

## WEST TEXAS CO. TO BUILD SOON

Increase Local and Territorial Force; Record Sale For December.

Closing business for 1918 with the sale of 54 Mitchell cars, manager S. O. Bottorff announced Friday that the West Texas Motor company, incorporated, is so encouraged by the improved conditions of business and increased sales that the company has decided to erect a new building soon at the corner of Main street and Montana street on a lot owned by S. O. Bottorff. Mr. Bottorff stated that the new structure would probably be a three story building, the first floor to be utilized for office rooms and display; the second for repair shop and parts room; the third for storage of Mitchell and Buick cars.

To the present force of the West Texas company have been added S. P. Wheeler, territorial representative; N. E. Taylor and Fred A. Barrow, local salesmen. Mr. Wheeler, a man of extensive experience in the work of taking up, is from Kansas. Mr. Taylor is returning to the company from Portersville, where he has been serving Uncle Sam. Mr. Barrow is from Douglas.

"We are opening of full blast for the new year," stated manager Bottorff Friday, "and we intend to push the business to the limit in our territory."

As the territory of the company is all of west Texas, New Mexico, Arizona and entire republic of Mexico, El Paso is in line for various advantages in a business way resulting from the operations of the West Texas Motor company.

## Watkins Motor Gets More Cars

With the recent shipment of Buicks

shipped to a number of

buyers to get the new 1919 model cars.

## Conditions Following War Prevent Any General Reduction In Price of Automobiles Within Six Months

THE price of automobiles in general will not be decreased within the next six months, according to advice received from eastern factories by E. G. Perry, president of the Lone Star Motor company.

A wire from officials of the Packard factory yesterday stated that it would be impossible to reduce prices until the cost of production was materially lowered. Materials, such as steel, leather and sheet metal have to be purchased at the present time on the open market, and as prices are still high, automobile manufacturers are unable to produce motor cars at pre-war prices.

President Perry has also received advice from the Dodge brothers, Hudson, Stutz and G.M.C. truck factories that there is not a possible chance of announcing lower prices for several months.

It will take at least two months for the larger factories to attain before-the-war production and the high cost of labor, brought on by the war, is being keenly felt. With the cost of living still soaring, labor is rightly demanding high wages and this factor is materially responsible for the factories being unable to lower the retail prices of automobiles.

As comparatively few new motor cars have been sold during the past six months, the demand is expected to be larger than ever, so it behooves the prospective purchaser to place his order as soon as possible, if he wishes to obtain a new car by spring.

## BUILDING ROADS REAL ECONOMY

Time Lost, Wear, Parts Broken Would More Than Pay For Improvements.

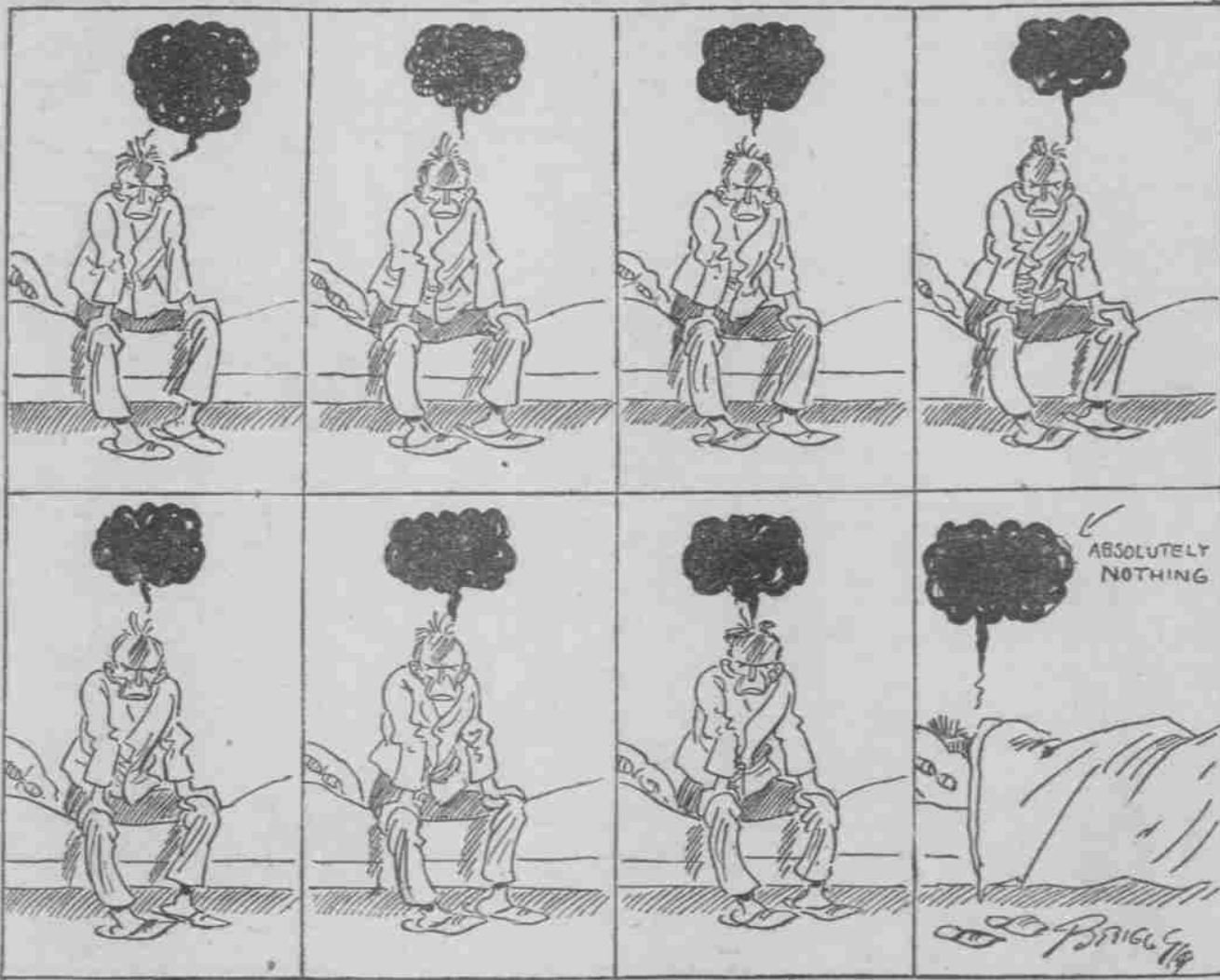
"Now that the war is ended one of the first things we need in the southwest is a campaign for better highways," states manager J. C. Byars, of Byars & Co. "The subject is not a new one. The war has made clear the importance of national highways. Locally we have realized for a long time that while El Paso county has excellent highways, we need more of the same kind further west in New Mexico and Arizona to enjoy the full patronage of tourists to which El Paso is rightly entitled by her many attractions."

"It is doubtful if this is accomplished by any other forces than the citizens of El Paso at the head of a well organized crusade. Others will follow."

"Some people talk of the great cost of constructing the roads. The cost of not constructing them is what hits me hardest. I saw in The Herald a short time ago where several prominent citizens of El Paso got off the road, taking many hours time and occasioning great wear on their automobiles because the roads were not paved. Being in the business of supplying Ford parts I frequently observe the results of rough roads by the number of parts required to replace broken ones. During the last year such costs, to which needless tire wear and other costs of poor roads must be added, have amounted to many thousands of dollars. It may cost to build the roads but it costs more not to build them, I think."

The Watkins Motor company Friday received a wire that two more carloads of 1919 models are rolling towards El Paso. The new consignment consists of touring cars and roadsters. Manager Watkins states that the shipment should reach here within two weeks.

## What Does A Man Think About In The Morning? - By Briggs



## Now Is Opportune Time For U. S. To Improve National And Local Highways; Wilson Approves Plan

"PRESIDENT WILSON'S declaration that highway construction and development is among the most important essential to our peace reconstruction is the most optimistic statement given the campaign for the improvement of our national highways," says W. O. Rutherford, vice president of the R. P. Goodrich Rubber Co., and automobile and accessories manufacturers' representative in the Highways Industries association.

"It was his first commitment on this subject since the start of the war," continued Rutherford. "Friends of the movement were elated when he incorporated in his last message to congress: 'What the country badly needs

is that its means of transportation should be developed, its highways, its waterways, its highroads and its countryside roads.'"

"Of almost equal moment is the action taken at the recent highway convention in Chicago. The president's viewpoint was emphasized and approved at a joint meeting of the Highways Industries association, the State Highway Officials' association, the Highways Transport committee, the National Automobile chamber of commerce, the American Automobile association and the Lincoln and Dixie Highway associations. Among the delegates were highway officials from 44 states.

"National sentiment in favor of an adequate highway system was never so graphically brought to light than at the Chicago gathering," declared Rutherford. "With perfect accord, the convention resolved that the following main points should be embodied in a bill to be put before the present short term of congress for passage:

"1. That a federal highways commission be appointed to plan, maintain and construct a national system of highways.

"2. That the mileage of highways to be taken over in any given state should not amount to over 4 percent of the total mileage of the roads in that state.

"3. That a thorough survey and analysis of the transportation requirements of the nation and its highway traffic should be completed.

"4. That an appropriation should be made by the federal government of \$100,000,000 per year for carrying on this work."

"5. That the federal highways commission take over the work of the highway transport committee and the office of public roads of the department of agriculture.

"This is the platform of the coordinated highway and business interests of the entire country," said Rutherford. "Its broad and vital aspects will help meet America's pledge to supply Europe with foodstuffs. It will furnish an insuperable national asset in the transportation of around 25,000,000 tons of grain, butter, eggs, stock and prepared food from farming communities and industrial centers to the seaports. Furthermore, this legislation will create a highway foundation for the future which will help broaden our vision in the development of national resources."

Since the historical corner was dedicated New Year's night with a dinner in honor of the founder, Brig. Gen. Anson Mills, a number of gifts have been made to the club. These include a sketch of the famous San Eliairio salt war, given by Horace R. Stevens; a map and photograph of

## TRI STATE MOTOR CO. OPENS TO PUBLIC MESA AVENUE BRANCH

THE Tri-State Motor Co. opened on January 1 what will be known as their Mesa avenue branch, located in the Bell building, at the corner of Main and Montana streets.

This branch will be managed by R. E. Fletcher, who has been with the Tri-State Motor company for the past several months. He was with the Western Motor Supply company for several years before joining the Tri-State organization. In addition to being manager he will look after the sales and service of the branch.

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The Tri-State Motor company expects to handle, as well as Ford cars and Fordson tractors, at this place, a complete line of automobile accessories and parts for all makes of cars, and maintain there a service station for Ford cars and Fordson tractors.

Mr. Kirkpatrick says that in addition to this branch they expect to continue their business at West San Antonio and Leon in the same way, except on a larger scale than it has ever been.

Mr. Kirkpatrick states that the large and rapid growth of his wholesale accessory business with the distribution of tractors and tractor implements makes his quarters at San Antonio and Leon streets too small and congested, and hopes to relieve it through this retail branch.

Mr. Kirkpatrick left the city Thursday on a business trip visiting points in Arizona.

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## Never Off The Job, Says Manager Booth

"With the war over and reconstruction under way, the Quick Tire Service, Inc., is again on the job 24 hours per day and every day in the year," asserts D. C. Booth, local manager. "Our peace time business includes taking care of all our employees who helped whip the Hun as well as to help auto owners save as much as during the war. But as operations are broader—no time limit, no place too far for us to give aid to the stalled motorist. With the best equipment to be had, the most skilled workmen, the best tires on the market, we are not only back to a pre-war basis but in shape to serve the public better than ever. That's us and we feel pretty good about it," says Mr. Booth.

## - Motor Sparks -

HAVING completed the installation of a new retreading plant where-by the American Auto company is enabled to offer patrons plain, ribbed, cross-hatched and treaded tires, manager H. W. Baader is taking an optimistic view of caring for all retread work. "Last year despite the war we proved a good one for us," states Mr. Baader, "and we feel sure that 1919 will be a much better one. Hence our preparation. We're ready."

"It would seem that by this time some of the expert auto mechanics who quit business in El Paso for the army should be returning," states Charles Baader, veteran auto repairman, "but if they are the number is not great enough to lessen the congestion in repair shops. For months we have needed such experts. We thought the armistice would bring them soon. So far they have not arrived."

"Until the last month of the old year our business suffered considerably, but December brought us unlooked for sales that make the new year look bright. We take December's volume of business to be an indication of what we may expect in ever increasing volume during the coming season. We feel that we are past the frosts to the auto business and entering the spring of a new business." This is the optimistic view of president O. C. Youngblood, of the Oakland Auto Sales company.

W. A. White, of the West Texas Motor company, who has just returned from his ranch near Grand Falls, Tex., states that there has been no less than 28 inches of snowfall in that vicinity within the last 30 days. Mr. White is interested in the work of the Grand Falls Irrigation company, operating in the vicinity of his ranch.

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## TRUCK BRAKES MUST BE RIGHT

Uncle Sam Insists on Having Efficient Brakes on Army Trucks.

Uncle Sam is not overlooking the importance of efficiency from every angle in the motor transport and ambulance division of the army. These machines must stand a wear and tear probably never given to motor driven vehicles since their birth as an established necessity in every day and international life.

Brakes form only a background for their more important sister upon whom the real burden rests; that of the brake lining itself. Thousands of miles of brake lining are being used daily by the government and owing to this fact, Uncle Sam has ordered tests to be made of the various makes. Lining made under the thermoid-hydraulic compressed process is said to be regarded as best adapted to military use in France, on account of its moisture and dust resisting qualities.

From investigations made recently it is found that practically none of the women who have been employed on munition work are willing to do domestic work.

## Keep Your Ford New

Every part it takes to do the job we have. If the body is rickety, start the New Year by replacing it. Our

KELSEY "STREAMLINE" BODY

is a combination of beauty, comfort, durability.

Byars & Co.

West San Antonio and Leon Streets

We Buy, Sell and Exchange Ford Parts

## Tanks

helped mightily to establish Allied supremacy in Europe.

## Bullock Tractors

will help mightily to establish agricultural supremacy in the Southwest.

We say this because the Bullock Creeping Grip Tractor is built on the same principle as the Tanks that helped win the war.

We put particular emphasis on the fact that Bullock Tractors are equipped with a 40 horse power, 4 cylinder Waukesha Motor, and has a one piece Manganese steel track shoe and pin. These are vital parts of a Tractor, so you see you are protected fully in the Bullock.



## Demonstration

We now have a Bullock Tractor in the Valley and will be glad to demonstrate to your entire satisfaction that The Bullock is the Tractor to buy. No obligation to buy—make an engagement with us for a demonstration.

The Tractor itself is the best salesman we have.

FOR SALE BY

Southern Border Motor Co.

EL PASO, TEXAS.

We will be glad to mail interesting literature to anyone interested in case we have no agent in your immediate territory.

## Not Nearly Enough Holidays To Suit Manager Ambrose Now

"I once heard a tourist say that we people of the southwest take great care to capture all holidays that decorate the calendar and added a few extras not known in some other parts of the world. If that be true, I am in favor of continuing the development of holidays, for that is about all the time I am ever able to break away from tiredness." This is the expression of J. W. Ambrose, manager of the Bordeland Vulcanizing Works. Mr. Ambrose states that the retreading and vulcanizing business never did have a slump at any time during the war, therefore he welcomes the sight of a holiday.

Lenna Brette and Allen McFarland, factory inspectors in Kansas plan to carry on a rigid campaign against industrial concerns in that state who persist in hiring child labor.

FINLEY ANTICIPATES BIG YEAR FOR EL PASO Business faith is proved by investment. Having completed doubling the business plant and equipment of the El Paso Vulcanizing works, manager Don Finley announces that he will also take back on his force of workmen three mechanics who left their work to help Gen. Pershing. In addition to the enlarged shop force, W. M. Cook has been engaged by manager Finley as bookkeeper. "No need saying that we expect a big increase in business," says Mr. Finley, "as our investment proves that we do. So great is our faith that business will soon be opening up full blast that we have also added to our line Silverton cord tires. El Paso's business pulse will beat stronger than ever before we see 1929."

## Married Life - By Knott



## Care Lengthens Life

This applies to your auto tires as well as to your physique. A ripe old age for tires means as careful attention to their hurts as you give when you knock the bark off your knuckles or slice a finger. The remedy is

VULCANIZING, RETREADING, REPAIRING

WE DO IT RIGHT.

We have a shipment of SILVERTOWN CORD TIRES of all sizes dual. Call and see them when they arrive.

El Paso Vulcanizing Works

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